ABSTRACT OF THE DISCLOSURE

Embodiments of event message endpoints in a distributed computing environment are described. A set of event messages that may be generated by a service in the distributed computing environment may be described in a data representation language event message schema for the service. For each event message in the schema, the endpoint may subscribe as a consumer of the event. A service may send a message including a data representation language representation of the event to each event message endpoint subscribed to the event. The event message endpoint may extract the representation of the event from the message and distribute it to clients with registered interest in the event type. The event message endpoint may type check the event message and/or the representation of the event against the message schema. Event messages endpoints may also authenticate the sender of the message and verify the integrity of message.